

Rep Order# 8858745 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/31/2012 10:37 AM  
Last Received: 08/30/2012 11:35 AM  
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR BERKLEY. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH	500A-600A		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
				Buyline Comment: NEWS								
	2	F	500A-600A		:30	\$145.00	09/07-09/07	2	1	2	\$290.00	
				Buyline Comment: NEWS								
	3	M	500A-600A		:30	\$145.00	09/10-09/10	2	1	2	\$290.00	
				Buyline Comment: NEWS								
	4	TU-TH	600A-700A		:30	\$1,100.00	09/04-09/06	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	5	F	600A-700A		:30	\$15.00	09/07-09/07	2	1	2	\$30.00	
				Buyline Comment: NEWS								
	6	M	600A-700A		:30	\$15.00	09/10-09/10	2	1	2	\$30.00	
				Buyline Comment: NEWS								
	7	TU-TH	700A-900A		:30	\$900.00	09/04-09/06	1	1	1	\$900.00	
				Buyline Comment: EARLY SHOW								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	F	700A-900A		:30	\$125.00	09/07-09/07	1	1	1	\$125.00	
				Buyline Comment: EARLY SHOW								
	9	M	700A-900A		:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
				Buyline Comment: EARLY SHOW								
	10	TU-TH	900A-1000A		:30	\$650.00	09/04-09/06	1	1	1	\$650.00	
				Buyline Comment: REGIS								
	11	M	900A-1000A		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
				Buyline Comment: REGIS								
	12	TU-TH	1000A-1100A		:30	\$1,200.00	09/04-09/06	1	1	1	\$1,200.00	
				Buyline Comment: PRICE								
	13	M	1000A-1100A		:30	\$325.00	09/10-09/10	1	1	1	\$325.00	
				Buyline Comment: PRICE								
	14	TU-TH	1100A-1200P		:30	\$1,800.00	09/04-09/06	1	1	1	\$1,800.00	
				Buyline Comment: Y & R								
	15	M	1100A-1200P		:30	\$425.00	09/10-09/10	1	1	1	\$425.00	
				Buyline Comment: Y & R								
	16	TU-TH	1200P-1230P		:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	M	1200P-1230P		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	18	TU-TH	1230P-200P		:30	\$750.00	09/04-09/06	3	1	3	\$2,250.00	
				Buyline Comment: SOAPS								
	19	M	1230P-200P		:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
				Buyline Comment: SOAPS								
	20	TU-TH	300P-400P		:30	\$800.00	09/04-09/06	3	1	3	\$2,400.00	
				Buyline Comment: ELLEN								
	21	F	300P-400P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: ELLEN								
	22	M	300P-400P		:30	\$275.00	09/10-09/10	1	1	1	\$275.00	
				Buyline Comment: ELLEN								
	23	TU-TH	630P-700P		:30	\$900.00	09/04-09/06	1	1	1	\$900.00	
				Buyline Comment: INSIDE ED								
	24	F	630P-700P		:30	\$250.00	09/07-09/07	1	1	1	\$250.00	
				Buyline Comment: INSIDE ED								
	25	M	630P-700P		:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
				Buyline Comment: INSIDE ED								
	26	TU-TH	400P-500P		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
				Buyline Comment: NEWS								
	27	F	400P-500P		:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
				Buyline Comment: NEWS								

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	28	M	400P-500P		:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	29	TU-TH	500P-630P		:30	\$1,250.00	09/04-09/06	1	1	1	\$1,250.00	
				Buyline Comment: NEWS								
	30	F	500P-630P		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	31	M	500P-630P		:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	32	SU	500P-700P		:30	\$175.00	09/09-09/09	2	1	2	\$350.00	
				Buyline Comment: NEWS								
	33	TU-TH	700P-800P		:30	\$1,000.00	09/04-09/06	1	1	1	\$1,000.00	
				Buyline Comment: ET/INSIDER								
	34	F	700P-800P		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
				Buyline Comment: ET/INSIDER								
	35	M	700P-800P		:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
				Buyline Comment: ET/INSIDER								
	36	SA	700P-800P		:30	\$135.00	09/08-09/08	1	1	1	\$135.00	
				Buyline Comment: ET WEEKEND								
	37	TU-TH	1100P-1135P		:30	\$1,700.00	09/04-09/06	1	1	1	\$1,700.00	
				Buyline Comment: NEWS								
	38	F	1100P-1135P		:30	\$475.00	09/07-09/07	1	1	1	\$475.00	
				Buyline Comment: NEWS								



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---	---	---	---	-----	---	---	---	---	---	---	---	---
	39	M	1100P-1135P		:30	\$475.00	09/10-09/10	1	1	1	\$475.00	
				Buyline Comment: NEWS								
	40	TU-TH	1237A-137A		:30	\$655.00	09/04-09/06	3	1	3	\$1,965.00	
				Buyline Comment: FERGUSON								
	41	F	1237A-137A		:30	\$80.00	09/07-09/07	1	1	1	\$80.00	
				Buyline Comment: FERGUSON								
	42	M	1237A-137A		:30	\$80.00	09/10-09/10	1	1	1	\$80.00	
				Buyline Comment: FERGUSON								
	43	TU-TH	1135P-1237A		:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00	
				Buyline Comment: LETTERMAN								
	44	F	1135P-1237A		:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								
	45	M	1135P-1237A		:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								
	46	SA	1135P-1235A		:30	\$40.00	09/08-09/08	1	1	1	\$40.00	
				Buyline Comment: THE UNIT								

---REPORT TOTALS---

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Report Totals: 69 / \$34,440.00

---SALES MONTHLY TOTALS---

Sep 12: 69 / \$34,440.00  
Sales Totals: 69 / \$34,440.00  
Station Totals: 69 / \$34,440.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,800	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+